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ABSTRACT

Intended as an introduction to the use of educational media in the less developed countries (LDCs), this bibliography provides an overview of materials available in government documents collections. The 49 documents listed are derived principally from the Agency for International Development (AID), with two documents having been included from ERIC. Entries indicate from which source the document is obtainable and most entries include annotations. Dates of publication for the references range from 1967 to 1981, with most falling in the early to mid-1970s. Abbreviations used in document titles and annotations are defined. An index provides an alphabetized listing of topics and areas of concern. (LFL)

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Mass media systems (television, radio and satellite) for LDC regional educational development: The case of Latin America.

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Mass media systems (television, radio and satellite) for LDC regional educational development: The case of Latin America.

This short bibliography is intended as an introduction to a very large subject: the burgeoning use of educational media in the LDCs. With its companion bibliographies*, this guide provides an overview of the materials available in government documents collections for this subject.

The documents that are included here are derived principly from the AID report series, although two documents have been included from ERIC. For each of these sources, availability of the primary documents has been an overriding consideration. Both AID and ERIC documents never go out of print and continue to be readily available. Document accession numbers beginning with "PN" are available from AID and those beginning with "ED" are available from ERIC.

* These additional bibliographies are:

Sanchez, James Joseph, and Patricia Romero. Mass media systems (television, radio and satellite) for LDC regional development: The case of Latin America. 1985.

Sanchez, James Joseph. Mass media for regional educational development: The use of television in rural education in Alaska. 1985.

A B B R E V I A T I O N S

AID. Agency for International Development.
CAI. Computer-assisted Instruction.
ERIC. Educational Resources Information Clearinghouse.
ETV. Educational Television. Also ITV.
IR. Instructional Radio.
ITV. Instructional Television. Also ETV.
LDC. Less Developed Country.
OSTV. Out-of-School Television. (Ivory Coast)
PI. Programmed Instruction.
RSC. Radio Study Campaign. (Tanzania)
RSM. Radio Schools of Santa Maria. (Dominican Republic)
SITE. Satellite Instructional TV project. (India)
TI. Traditional classroom instruction.
TPT. Tele pour tous. (Ivory Coast)

Mass media systems (television, radio and satellite) for LDC regional educational development: The case of Latin America.

Document 1

Academy for Educational Development. The basic village education project, Guatemala; Oriente region combined report, 1973-1976. Washington, DC: Academy for Educational Development, 1977. 308p. PN-AAF-297.

The Basic Village Education project studied the effectiveness and costs of various communications media in rural areas. The principle audience was the subsistence farmer, often illiterate. The report summarizes three years of educational programming. It concludes that radio is a very good method for reaching rural target populations, that technicians must be available to maintain equipment and that message content is far more significant than the media selected.

Document 2

Academy for Educational Development. Design of the study: Instructional television in El Salvador. Washington, DC: Academy for Educational Development, 1968. 23p. PN-AAB-395.

A study on the one-year research project analysing El Salvador's educational reforms.

Documents 3-4

Academy for Educational Development. Educational development and the developing countries, a handbook. Washington, DC: Academy for Educational Development, 1972. 185p. PN-AAD-562 (English); PN-AAD-563 (French).

A descriptive overview of the application of advanced communications systems to educational development in the third world. Case studies on El Salvador, Niger, American Samoa, Mexico, Columbia and Singapore are included. Concludes with bibliography, lists of organizations and equipment.

Document 5

Academy for Educational Development. Research and evaluation in the El Salvador project of education reform: What is being tested and why? Washington, DC: Academy for Educational Development, 1970. 11p. PN-AAB-402.

This report covers the evaluative measures and tests used in analysing El Salvador's educational reform project.

Document 6

Barkenbus, J.N. Issues in satellite utilization for education. 1973. 30p. PN-AAD-860.

This paper considers the potential application of US experience in the Rocky Mountain, Appalachian and Alaskan regional satellite ETV systems to the problems faced by education planners in India and Brazil.

Document 7

Butman, R.C., G.W. Rathjens and C.J. Warren. Technical-economic considerations in public service broadcast communications for developing countries. Washington, DC: Academy for Educational Development, 1973. 329p. PN-AAB-343.

A detailed survey of the distribution of educational materials in developing countries. Much of the study concentrates on Brazil and India.

Document 8

Cooke, T.M., and S.T. Romweber. Radio, advertising techniques and nutrition education. A summary of field experiments in the Philippines and Nicaragua. 1977. 115p. PN-AAF-514.

Locally prepared outreach programming on children's nutrition was broadcast in the Philippines and in Nicaragua. Questionaires were administered to survey the impact of the programming. Significant impacts of nutrition practices were found.

Document 9

Coalan, Bert, D.T. Jamison, K.A. Polcyn, J.P. Singh, Delbert Smith and Laurence Wolff. Broadcast satellites for educational development: The experience in Brazil, India and the United States. Washington, DC: Academy for Educational Development, 1973. 309p. PN-AAB-291.

An overview of the communications infrastructure and potential for application of satellite based educational instructional media in Brazil, India and the United States.

Document 10

Courrier, Kathleen, editor. The educational use of mass media. World Bank Working Paper Number 491. Washington, DC: World Bank, 1981. 131p. ED-229-002.

Eleven papers analysing the use of mass media in education in the LDCs. Intended as a consideration of the problems arising in the evaluation and selection of appropriate tools for educational development.

Document 11

Davidson, J.R. The basic village education project in Guatemala. 1976. 60p. PN-AAD-299.

A description of the radio education project designed to reach the small farmer. The project uses local monitors, or animators, to reinforce the messages. Large audiences are a principle product of the system for feedback. Project was implemented in both Oriente and Occidente.

Document 12

Epskamp, C. Media, education and development: A bibliography. Second edition. The Hague: Center for the Study of Education in Developing Countries, 1979. 98p. ED-201-317.

Covering materials in English, French, Spanish, German and Dutch, this bibliography includes: case studies, bibliographies, mass media, ETV, audio visual materials, videotape technology, instructional satellite broadcasting, etc.

Document 13

Fosten, Philip, and James R. Sheffield. The mass media in rural research. Stanford, CA: Institute for Communications Research, 1973. 23p. PN-AAB-311.

An evaluation of African, Asian and Latin American use of mass media for education. The paper concludes with recommendations for improvements.

Document 14

Hornik, R.C., H.T. Ingle, J.K. Mayo, E.G. McAnany, and Wilbur Schramm. Television and educational reform in El Salvador, Final report. 1973. 342p. PN-AAB-412.

Conclusions of an analysis of the ITV system in El Salvador. Its conclusions were: students learned more through use of ITV, ITV was cost-effective, ITV pointed towards further educational reform, and ITV has a "bright future".

Document 15

Nornik, R.C., H.T. Ingle, J.K. Mayp, E.G. McAnany and Wilbur Schramm. Television and educational reform in El Salvador, Report on the third year of research. 1972. 123p. PN-AAB-409.

Document 16

Ingle, Henry T. Communications media and technology: A look at their role in non-formal education programs. Washington, DC: Academy for Educational Development, 1974. 67p. PN-AAB-153.

Summary digests of documents describing the use of communications media throughout the world. Some 60 nations' experience is cited.

Document 17

Ingle, Henry T., J.R. Velasco and V.M. Zelada. Follow-up study on the first group of ninth grade students: Television and educational reform in El Salvador. Washington, DC: Academy for Educational Development, 1973. 30p. PN-AAB-411.

While the media did assist in the education of rural students, most are seeking university educations (rather than the vocational programs the project sought) and most hoped to leave the rural areas.

Document 18

Ingle, H.T., Y.R. Ingle, R.C. Hornik, J.K. Mayo, E.G. McAnany, and Wilbur Schramm. Television and educational reform in El Salvador, Report on the fourth year of research. Washington, DC: Academy for Educational Development, 1973. 144p. PN-AAB-410.

Document 19

Ingle, H.T. The use of satellites for telecommunication systems in education and national development, conference summary. Denver, CO: International Working Level Conference on the Use of Satellites for Telecommunication Systems, 1974. 26p. PN-AAD-865.

Covering Africa, Colombia, Venezuela, Brazil, Canada, Egypt, India, Indonesia, Iran, New Zealand and the US, the conference concentrated on educational technology management, training and software development.

Documents 20-23

Institute for Mathematical Studies in the Social Sciences. Application of radio to teaching elementray mathematics in a developing country. Stanford, CA: Stanford University.

1973/1974.	98p.	PN-AAC-096.
1974/1975.	189p.	PN-AAD-535.
1975/1976.	48p.	PN-AAD-874.
1976/1977	130p.	PN-AAE-041.

Annual reports describing the radio programming for elementary mathematics instruction in Nicaragua.

Document 24

Jamison, D.T. Patrick Suppes and Stuart Wells. The effectiveness of alternative instructional media, A survey. 1973. 98p. PN-AAD-829.

Describing five instructional media: traditional classroom instruction (TI), instructional radio (IR), instructional TV (ITV), programmed instruction (PI) and computer assisted instruction (CAI), this survey considers the place of each in a mixed media instructional approach.

Document 25

Leavitt, H.B., and P.I. Boynton. Communications technology for development: Guidelines for consultants working with AID. 1976. 175p. PN-AAE-490.

Provides an overview of AID's approach to the use of communications media in development. Includes many appendices and definitions of AID's terminology.

Documents 26-27

Leavitt, H.B., and R.F. Schenkkan. Latin American reactions to the feasibility of international technology networks. 1975. 26p. PN-AAD-543.

A survey of potential networking people in ETV managament in Brazil, Columbia, El Salvador and Guatemala. Focuses on technology transfer between LDCs.

Document 28

Lenglet, F., and E.G. McAnany. Rural adult education and the role of mass media: A comparative analysis of four projects. 66p. 1977. PN-AAG-834.

A comparison of the out-of-school, nonformal ETV (OSTV) project in Ivory Coast, the Radio Schools (RSMs) of Santa Maria in the Dominican Republic, the Radio Study Campaigns (RSC) in Tanzania and the Nonformal Education Module in Guatemala.

Document 29

Mayo, J.K., R.C. Hornik and E.G. McAnany. Instructional television in El Salvador's education reform. Stanford, CA: Institute for Communications Research, 1974. 16p. PN-AAB-315.

A report on the first year of the reform program in El Salvador. Beginning in 1968, the program sought to "remedy problems left by the prior administration".

Document 30

Mayo, J.K., and J.A. Mayo. An administrative history of El Salvador's educational reform. Washington, DC: Academy for Educational Development, 1971. 85p. PN-AAB-408.

A history of the educational reform program in El Salvador. Principly, the report focuses on the ITV program.

Document 31

Mayo, John K., Emile G. McAnany and Steven J. Klees. The Mexican Telescundaria: A cost effectiveness analysis. Stanfrod, CA: Institute for Communications Research, 1974. 75p. PN-AAB-305.

An analysis of the Telescundaria ITV system with statistics as to its growth in seven states in provided.

Document 32

Mayo, Judith A. Teacher observation in Mexico. 1973. 40p. PN-AAA-006.

An analysis of the role of the teacher in the Telescundaria secondary school ITV program in Mexico.

Document 33

McAnany, E.G., Generoso Gil and D.F. Roberts. The El Salvador educational reform. Some effects of the first teacher retraining course. Stanford, CA: Institute for Communications Research, 1969. 24p. PN-AAB-397.

This report gives the results of two surveys administeres to teachers undergoing retraining. The retraining focused on the use of ITV and the role of the teacher in the classroom.

Document 34

McAnany, E.G., J.K. Mayo and R.C. Hornik. Television and educational reform in El Salvador, complete report on the first year of research. 1970. 191p. PN-AAB-404.

Document 35

Merino de Manzano, A.M. Feedback on student learning for ITV in El Salvador. Washington, DC: Academy for Educational Development, 1971. 31p. PN-AAB-406.

Explanation of a new method of feedback acquistion by ITV systems. Tests are administered in schools using ITV and the results are analysed as a basis of program modification.

Document 36

Perrett, H.E. Applied communications technology in rural development. 1976. 76p. PN-AAG-492.

Describes potential and limitations of various media, including radio, TV, film, printed matter, folk media, etc. Examples examined include the Philippines Rural Reconstruction Movement, health education in Tanzania and Indonesia, Basic Village Education Project in Guatemala. A checklist for analysing communications projects is appended.

Document 37

Schramm, Wilbur. Feedback for ITV. 1969. 22p. PN-AAB-397.

Describes the various methods employed by ITV in El Salvador's educational reform program to obtain more complete feedback from the audiences.

Document 38

Schramm, Wilbur. Instructional television in the educational reform of El Salvador. 1973. 93p. PN-AAA-377.

Seeing ITV as the key element in reaching the rural populations with minimal educational infrastructure, this report sees ITV as a means for minimizing the rural-urban gap in learning.

Documents 39-40

Schramm, Wilbur, P.H. Coombs, Friedrich Kahnert, and Jack Lyle. The new media, memo to educational planners. 1967. 175p. PN-AAD-236 (English); PN-AAD-240 (Spanish).

Including examples from case studies in 17 countries, this document presents an overview of closed circuit TV, radio, videotape, audio-visual aids, etc.

Document 41

Schramm, Wilbur, J.K. Mayo, E.G. McAnany, and R.C. Hornik. Television and educational reform in El Salvador, Complete report on the second year of research. 1971. 210p. PN-AAB-407.

Document 42

Schramm, Wilbur, E.G. McAnany, J.K. Mayo and R.C. Hornik. Television and educational reform in El Salvador, Summary report of the first year of research. 1970. 38p. PN-AAB-403.

Document 43

Searle, Barbara, Patrick Suppes and Jamesine Friend. The Nicaragua radio mathematics projects. 1975. 67p. PN-AAD-833.

The town of Masaya was selected as a test site for the radio mathematics program. The program was designed to teach basic mathematics skills. The experiment does seem to have worked well, having been vigorously supported by local educators.

Document 44

Spain, Peter L. A report on the system of Radioprimaria in the state of San Luis Potosi, Mexico. Stanford, CA: Stanford University, 1972. 127p. PN-AAB-366.

This report reflects a six month period of observation of the use of the radio for increasing primary educational resources in a rural area of Mexico.

Document 45

Speagle, R.E. Educational reform and instructional television in El Salvador, costs, benefits and payoffs. Washington, DC: Academy for Educational Development, 1972. 245p. PN-AAB-401.

The article considers the impact of ITV on education in El Salvador. One finding is that education in general and ITV specifically is taking a growing share of the national budget.

Document 46

Suppes, Patrick, Barbara Searle and Jamesine Friend. The radio mathematics project, Nicaragua, 1976-1977. 1978. 365p. PN-AAG-504.

This report describes the design, implementation and evaluation of primary-school mathematics programs on radio to rural areas. Details the curricula and tests to be used by local teachers.

Document 47

Valero Iglesias, L.F., and E.G. McAnany. Parents talk about ETV in El Salvador. Washington, DC: Academy for Educational Development, 1969. 11p. PN-AAB-399.

A brief report of parents reactions to the use of ITV in the classrooms. Parents comments were generally favorable.

Document 48

Wolff, Laurence. Educational reform and instructional television in El Salvador, A summary of research findings. 1973. 20p. PN-AAD-068.

This summary hails ITV as a success in promoting high quality education in rural areas and equal or lower than traditional student costs.

Document 49

Wolff, Laurence. Television and its lower cost alternatives, a summary of research. 1974. 25p. PN-AAD-068.

Decsription of the general ITV option that exists for LDCs in educational development. Cites case studies from Mexico and American Samoa.

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